

CONSUMER HOUSEHOLD PRODUCT AND SERVICE SALES MEASURING SYSTEM

ABSTRACT OF DISCLOSURE

(0011) A mathematical system of measuring the consumer household demand for a consumer product or consumer service in a specified geographic location or socio economic group of consumer households. The measurement system was designed in such a way that it does not infringe on any personal information of the audience being measured. For the purpose of simplicity, any type of computer spreadsheet or database system software can manipulate the actual measurement numbers. The measurement system identifies a ratio of customer households in relationship to total households in a specific group or groups, in descending mathematical order, which household group or household groups actually contain the largest number of buying households in relationship to total households that have already purchased a specified product or specified service being measured.